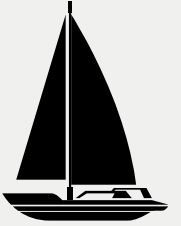


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7 ESSENTIAL PROBLEM- DISCOVERY QUESTIONS

AND WHY THEY MATTER



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#1

**Why do you
bother
doing...?**

OBJECTIVE: UNCOVER THEIR UNDERLYING MOTIVATION

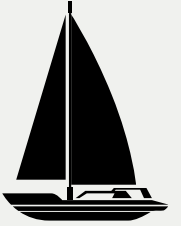


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#2

**What are the
implications
of that?**

**OBJECTIVE: DISTINGUISH BETWEEN MAJOR VS. NON-
MAJOR PROBLEMS**



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#3

Talk me through last time that happened.

**OBJECTIVE: HOME-IN ON REAL-LIFE ACTIONS VS.
OPINIONS**



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#4

What else have you tried?

**OBJECTIVE: CONFIRM THEY'VE ALREADY LOOKED FOR
WAYS TO SOLVE THE PROBLEM**



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#5

How are you dealing with it now?

**OBJECTIVE: ASSIGN VALUE (E.G. MONEY, TIME, PEOPLE,
ETC.) TO SOLVE THE PROBLEM**



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#6

Where does the money come from now?

**OBJECTIVE: IDENTIFY THE BUDGET OWNER (B2B) FOR
THE SOLUTION**



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#7

**Is there
anything else
I should've
asked?**

INVITE IDEAS THAT YOU MAY NOT HAVE THOUGHT OF



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What's missing?

**Email me your favourite
questions!**

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